

# THE KANSAS PUBLISHER



OFFICIAL MONTHLY PUBLICATION OF THE KANSAS PRESS ASSOCIATION      SEPT 14, 2011

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Visiting newspapers in Kansas is always an entertaining endeavor, writes Doug Anstaett.

## KPA CALENDAR

### SEPT. 20

Huck Boyd Lecture in Community Media, 10:30 a.m., Forum Hall, K-State.

### SEPT. 22-25

NNA annual convention, Albuquerque.

### OCT. 2- 8

National Newspaper Week. Cartoons, editorials and other materials will be available free to KPA members. See story above.

### NOV. 11

Montgomery Family Symposium, University of Kansas.

## National Newspaper Week great time for Kansas editors to toot their horns

A week is set aside every year so newspaper editors and publishers can tell the world about what they do.

"Newspapers are just as important today as they've ever been," said Doug Anstaett, executive director of the Kansas Press Association. "We need to continue to tell our story, and toot our horns when appropriate."

An impressive package of stories and graphics has been compiled for use by KPA members this year during National Newspaper Week.

The package will be available next week at <http://www.nationalnewspaperweek.com/nnw>. NNW is Oct. 2 through 8, and the theme this year is "Newspapers: The Number One Source for Local News."

The package includes the NNW logo, house ads, editorial columns, editorial cartoons and other commentary.

Anstaett has written a column for the package because of his role this year as president of the Newspaper Association Managers, which oversees NNW promotion.



(Second from right) Richard Gannon, director of governmental affairs for the Kansas Press Association, explains the importance of close relationships with local and state elected officials at the Western Kansas Mini-Convention last Thursday in Colby. See more pictures on Page 9.

## Symposium will focus on record analysis

The Montgomery Family Symposium on Nov. 11 is designed to appeal to every size newspaper.

The executive director of Investigative Reporters and Editors (IRE) will help Kansas editors and reporters find and analyze local records to develop important, engaging and useful stories. Participants will leave with a ton of tips and more confidence on how to do web searches and use data from local government, businesses and non profits.

The event will be from 9 a.m. to 4 p.m. at the University of Kansas Adams Alumni Center. Registration costs \$40 for the first participant from each newspaper and \$20 for a second participant. Registration fees include lunch.

Pam Fine, who holds the Knight Chair at the William Allen White School of Journalism and Mass Communications at KU, is helping coordinate the event.

To register, e-mail Emily Bradbury at [ebradbury@kspress.com](mailto:ebradbury@kspress.com).

# Five tips to boost effectiveness of your advertising department

By John Foust

In addition to the basics of operating an advertising department (staffing, administration, account assignments, sales goals, technology procedures, etc.), there are other things that successful publications do to boost effectiveness. Let's take a look at five:

1. They encourage in-house leads. At a lot of papers, there is a fence between the news and ad staffs. In today's media environment, where there is increased competition for stories and advertising, both departments should act like they are on the same team. After all, they're both out in the community, talking with sources and drumming up ideas.



John Foust

Successful papers encourage departments to share leads with each other. When a news reporter learns about a breaking business development, he or she should share that information with the ad department. And when a sales person hears something newsworthy, that information should be given to the news department.

2. Management is involved. Some years ago, I talked to a publisher who thought his ad staff should be performing better. During our brief conversation, he claimed that he was "too busy" to keep up with what they were doing. In other words, he wanted to fix what he perceived as a problem, but didn't want to spend any time on it. In his mind, the problem was theirs, not his.

It's no surprise that the most productive ad departments are backed by publishers and managers who are intensely interested and supportive. They don't meddle. But they know what's going on.

3. Management doesn't compete with

sales teams. "I used to work for a sales manager who wanted to outperform everyone in the department," an account executive once told me. "When she set up sales contests, she participated too, because she handled some key accounts. There were weekly meetings to rank the staff, and if she wasn't in first place, she stayed in a foul mood for a couple of days. Of course, there's nothing wrong with friendly competition, but she took it too far. It was a real morale killer."

4. They see training as a process, not an event. An old friend of mine has a favorite saying: "The biggest room in the house is room for improvement." He says that, no matter how good you are, you can always get better.

Basketball Hall-of-Famer Ed Macauley said, "When you are not practicing, remember, someone somewhere is practicing, and when you meet him, he will win."

In my training business, I've seen a number of successful publications that provide their ad departments with ongoing educational programs. They're not sitting

on the sidelines.

They're constantly working to improve – through the use of on-site programs, videos, books and conferences.

5. They work at networking. When top sales people attend networking events, their motto is, "Fly, don't flock." Instead of congregating in the corner with co-workers, they take advantage of opportunities to

meet new people and strengthen existing business relationships.

Many a sale has started with a conversation at a networking event. High-performance ad departments take those meetings seriously.

*John Foust can be contacted about his training videos for ad departments at [jfoust@mindspring.com](mailto:jfoust@mindspring.com).*

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*This photograph, taken of a dinner honoring Commerce Secretary Herbert Hoover at the William Allen White home in Emporia on July 18, 1927, was provided by Ben Marshall, publisher of the Sterling Bulletin. W. A. Bailey, Marshall's grandfather and editor-publisher of the Kansas City Kansan, is third chair from the right in the row*

*nearest the camera. Others at Bailey's 2nd Congressional District table were Ralph and Sidney Harris, Ottawa Herald; Dolph Simons, Lawrence Journal-World; Angelo Scott, Iola Register; Lacy Haynes, Kansas City Star; George W. Marble, Ft. Scott Tribune; Drew McLaughlin, Paola Republican and H. W. Schideler, Girard Press.*

## White hosted Hoover, Kansas editors, in 1928

**W**illiam Allen White, editor and publisher of the Emporia Gazette, invited 75 Kansas editors to his back yard for a dinner honoring Herbert Hoover on July 18, 1927.

The Gazette marked that occasion with a one-column AP mug shot of Hoover under the headline "Visits Emporia Today" that Monday evening. Details were to follow the next day inside the Gazette under a boldface line that simply said "The Hoover Dinner."

In a story aimed at local readership, the first two paragraphs featured the Emporians credited with supplying the evening meal, which featured fried chicken, ham, smoked sausages, mashed potatoes, corn on the cob, biscuits, cantaloupe, peaches and ice cream.

After such a repast, the editors gathered on the veranda of the White's house to relax and smoke until shortly after 8 p.m. when Hoover addressed four major topics.

Following his presentation on each of the topics — the floods and flood-aid plans, business cycles, national waterways and the export trade as related to agriculture — Hoover fielded questions from the editors.

Visiting editors represented each of the state's eight congressional districts. All but five drove to dinner. The editor who had traveled the farthest, Frank Motz of the

Ellis County Review in Hays, faced a 210-mile drive back to Hays.

Hoover was U.S. Secretary of Commerce at that time. He was elected president of the United States the following year.

Hoover was one of many well-known people feted at the home of William Allen and Sallie White, but dinner parties usually were smaller.



### THIS MONTH'S QUESTION

**Q.** I really enjoyed the KPA's Mini-Convention in Colby last week. May we follow up with the presenters if we have more questions?

**A.** Absolutely. That's why we're here. If you any questions on news coverage, advertising sales, KCAN-KDAN network, Quick-Books, management, leadership, legislation or any other topic, the KPA staff and consultants are here to help. If we don't have the answer when you call, we'll get it. Members are why we exist, and we're here to help you in any way we can.



# KPA's mini-convention an outreach quest

While the annual KPA convention in April regularly draws a good crowd, there always has been a logistical problem with its locale. Namely, the only cities with large enough convention facilities to handle the meeting are finite. And every one of them is on the eastern side of the state.

That is why long-time attendees are used to the regular rotation amongst Topeka, Wichita, Overland Park and Lawrence. In the past five years, Junction City has jumped into the mix with its new convention center while Lawrence has dropped out because of its deteriorating one.

No matter the site, it is a long haul for those from the western expanses. Being in Hays, I've gotten used to it. Of course, I'm right on the interstate and the longest trek is four hours. Even less now that the speed limit's been raised.

It takes a serious commitment for somebody from Liberal, Garden City, Syracuse, Goodland or St. Francis to make it to convention. Which is why the organization instituted the so-called mini-convention a few years back. The staff-recommended and board-approved event is a compact version of the April extravaganza, with training and networking the primary attractions.

There also is the added bonus of a shorter drive for western Kansans. The mini-convention has been held in Dodge City, Garden City, Great Bend, Hays and, most recently, Colby.

Thirty-eight journalists made their way to the City Limits Convention Center in the county seat of Thomas County on Sept.

8. Participants were not disoriented by the palm trees standing tall outside the oasis. If you came from the east, you'd already passed the world's largest prairie dog. From the west, Jesus already had peered at you from the middle of a wheatfield.

For those of you east of U.S. 81 having trouble picturing precisely where on the High Plains we were gathered, think of it in this manner: Only one county separates Colby from Nebraska on the north and Colorado on the west.

The topics covered, however, were good, old-fashioned Kansas concerns. The morning was a blitz of speed topics all led by KPA staffers. Dan Rukes discussed advertising issues. Rich Gannon got us up to speed on legislative concerns. Emily Bradbury unveiled the new approach planned for the Awards of Excellence program.

And Amy Blaufelder made quick learners of those wanting help with QuickBooks.

The afternoon sessions were more traditional presentations, although made just as personable by John Baetz in sales training, Ron Fields in technology and Tom Eblen in editorial and leadership matters.

The blend of publishers, department heads and staffers in attendance from daily and non-daily papers alike were offered a trove of information. And one of the best features of small groups is that conversations track wherever the group wants to go. Everybody I spoke with found great value for their \$50 regis-

tration fee.

You might not think it's possible to offer worthwhile training for such a low cost. Truth of the matter is that even with some limited sponsorships, the mini-convention is subsidized somewhat by the organization. Not a lot, but the idea never was to make it a profitable event.

As KPA Executive Director Doug Anstaett put it: "The vast majority of staff members here are from non-dailies that can't always make the long drive to the main convention."

I think of it as an outreach program KPA provides as a service to members. An extremely well-appreciated and worthwhile one at that.

I know I enjoyed the opportunity to talk with the journalism professionals in attendance. It didn't matter if they were young, old or somewhere in that ever-expanding category of middle-aged. All were seeking ways to improve either their own skills or their paper's value.

It was comforting to witness such a learning environment. In a day and age when the industry is besieged by bad news on any number of fronts, the KPA

mini-convention serves as a reminder of the good work the association's members do on a daily basis.

*Patrick Lowry is president of the Kansas Press Association for 2011-12 and editor and publisher of The Hays Daily News.*



Patrick Lowry

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## Kansas newspapers encouraged to use promotional ads

### 'Keep Reading' campaign reinforces print strength

An image promotion campaign has been produced for the Kansas Press Association to tout why newspapers are important to their communities.

Newspapers are encouraged to begin running the ads the last week of September leading into National Newspaper Week.

"We decided there was enough bad news being circulated out there that we needed to remind ourselves — and our readers — why what we do is so important," said Doug Anstaett, executive director of KPA.

"I think this campaign, although low-key, tells the story of newspapers as a steady, dependable source of local news."

A sample of several of the ads is on Page 10 of today's Kansas Publisher. The five different ads are available in a number of sizes from 2-col.by 4 to 3 x 6, 4 x 6, half-page and on up to a full page.

"We've also produced the ads in a number of different column widths to accommodate most if not all newspapers, and we've also produced them with and without

the KPA logo for those who want to ad their own logo to the ads," Anstaett said.

In addition, there are full-color rack cards available for download that would be printed at the discretion and expense of each newspaper.

The ad campaign was produced by New Boston Creative Group, the same company that redesigned the KPA web site earlier this year.

"This is a professionally designed campaign and we encourage all newspapers to run the ads between Sept. 20 and Nov. 1," Anstaett said.

Keep up with your readers, create new revenue streams and ...

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## NEWS BRIEFS

### KPA is on Facebook; 'like' us and win

The Kansas Press Association is on Facebook, and we want you to "like" us. If you do, and your name is drawn out of a hat, we'll reward you or your newspaper with a \$50 credit on next April's annual convention in Overland Park.

Just go to Kansas Press Association on Facebook and hit the "like" button. That will automatically register you for the chance to save money on KPA's convention in 2012.

Emily Bradbury, KPA member services director, will announce a winner on Sept. 30, so don't delay.

### Annual Publisher's Statements due Oct. 1

Newspaper owners are reminded that you will need to begin preparing for the publication of your Annual Publisher's Statement on or about Oct. 1. This is the statement of your average circulation for the past year and ownership information.

You can find the form at <http://www.kspress.com/53/postal-issues-forms>.

### Judges needed for final Hoosier categories

Kansas Press Association needs three judges to complete the Hoosier State Press Association contest judging.

These three judges would need to be employees of a daily newspaper and able to come to Topeka on Thursday, Oct. 13.

The Story of the Year judging will last from 9 a.m. to 2 p.m. Lunch will be provided. Please email Emily at [embradbury@kspress.com](mailto:embradbury@kspress.com) if you can help us out.

### Are you taking advantage of free content?

One of the ways the Kansas Press Association can help your operation is by finding free, high-quality content for your pages.

We've done that with a cooking column by Chef Alli called "Who's Cookin' Now?"

Chef Alli has written a number of columns already and her September column is ready for your use. If you haven't used her column yet, why not start now. You can find it at: <http://www.kspress.com/334/chef-alli-whos-cookin-now>

### Cantrell is new KPA NE District director

Susan Cantrell, vice president of sales and marketing for the World Co. in Lawrence, is the new Northeast District director on the Kansas Press Association board.



Susan Cantrell

She succeeds Jonathan Kealing, who resigned.

Cantrell, a graduate of the University of Kansas, oversees advertising and marketing for the Journal-World, area weekly newspapers and World Co. websites.

She most recently was VP of advertising at the Arizona Star. She also worked for 23 years in various management capacities at the Kansas City Star, including overseeing several suburban newspapers in the metropolitan area.

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## JOB OPENINGS/FOR SALE

### NEWS

The Arkansas City Traveler, a small daily in south-central Kansas, is looking for someone with excellent communications skills to fill the job of Lifestyles Editor. This is a full-time position, which includes benefits. One who fills this position should have basic computer, writing, verbal and interpersonal skills, and should be detail oriented. Familiarity with InDesign software, journalism tenets and a background in page design is a plus. Wages will depend upon experience and level of education. Email [action@arkcity.net](mailto:action@arkcity.net) or call 442-4200 and leave a voice mail for Managing Editor Sydney Bland. Send resume to The Traveler, PO Box 988, Arkansas City, KS 67005.



News Editor — The Newton Kansan, a five-day-a-week newspaper, is seeking a News Editor to join our award-winning news team. If you have strong writing and copy editing skills and are seeking a place to tell great stories through newsprint and the web, we are the place for you. This is a salaried position requiring strong time management skills, the ability to be flexible and cover a number of different beats including, but not limited to, schools, sports, area government, crime, cops and courts. In short, be ready to jump in wherever needed. Successful applicant should have knowledge of Associated Press guidelines, ability to use QuarkXPress, ability to use Adobe, PhotoShop and be familiar with the Macintosh platform. Send a resume along with writing and photo samples to The Newton, Kansan, 121 W 6th, Newton, KS 67114 or [chad.frey@thekansan.com](mailto:chad.frey@thekansan.com).



The Wichita Business Journal has a great opportunity for an experienced, talented, savvy storyteller who loves to collect sources and break news. The journalist who joins our team will report on and write about important issues, talk to important people and produce important business intelligence for our readers over multiple platforms. The WBJ is growing and is one of 40 operations that make up part of American City Business Journals. ACBJ is part of Advance Publications. Wichita is a unique city for business news. It's also one of America's most livable cities: Commutes are short, housing is affordable, schools are excellent, and the social scene is lively. Combine all that with our very competitive salary and benefits, and we think it's a pretty compelling opportunity. Send your resume and clips to Editor Bill Roy at [broy@bizjournals.com](mailto:broy@bizjournals.com).



Copy editor/page designer— The Garden City Telegram is seeking someone with a sharp editing eye, flair for design and an eagerness to embrace multimedia to fill a universal desk copy editor/page designer position in our newsroom. We're looking for someone who is adept at finding errors and holes in stories, has a knack for designing engaging, attractive pages, and knows how to do both on tight deadlines. The person in this position will be working with copy and pages in both sports and news. Knowledge of AP Style, experience with InDesign and multimedia skills preferred. The Telegram, a daily newspaper in southwest Kansas and part of the Harris Group, offers a generous salary and benefits package, a chance to work with an outstanding staff of reporters and editors and room for advancement. The Telegram is an Equal Opportunity Employer. To apply, send résumé and cover letter to: Brett Riggs, managing editor, The Garden City Telegram, 310 N. Seventh St., Garden City, KS 67846. For more information or to express interest in the position, send e-mail to: [riggs@gctelegram.com](mailto:riggs@gctelegram.com)



Full time sports writer to cover all high school sports. Quark or Indesign layout experience preferred. Contact Mark Petterson at Coffey County Republican 620-364-5325 ext 105 or email resume to [ccrepub@gmail.com](mailto:ccrepub@gmail.com).



Design/copy chief — The Hutchinson News, a 30,000 daily circulation newspaper in south-central Kansas, seeks a designer and copy chief who can lead a 7-member copy/design desk. We need someone with excellent management and communication skills. Candidates also should possess strong grammar and spelling skills and a solid working knowledge of Quark and PhotoShop. Salary negotiable. The News, the flagship of the Harris Group, offers competitive pay based on experience. Benefits include ESOP, 401(k) and health insurance. Please submit a letter of application, resume, three references and three page design examples to: Mary Rintoul, managing editor, P.O. Box 190, Hutchinson, KS 67504-0190, or e-mail materials to [mrintoul@hutchnews.com](mailto:mrintoul@hutchnews.com).



Copy editor/page designer — Daily newspaper in central Kansas seeks journalist with copyediting and page design skills for key position on news staff. Best applicant will be able to help turn reporters' stories into award-winning articles and bring new visual and content excitement to news and features pages. Applicant should have some daily

or weekly reporting experience as well as experience with pagination using In-Design or QuarkXpress software. Digital camera experience would be a plus. Send resumes and work samples via email to [m.editor@thedailyunion.net](mailto:m.editor@thedailyunion.net) or, if applicant lives in Kansas, call (785) 762-5000, ext. 121, to schedule interview.



The Pratt Tribune is looking for a sports reporter who's ready to become a hometown hero to a local legion of fans. Pratt is a sports-minded town with two high schools and a community college. The successful applicant will be able to design and fill pages with exciting copy and appealing photos for both our print and online editions. Send a cover letter, resume and work samples to [publisher@pratttribune.com](mailto:publisher@pratttribune.com) or The Pratt Tribune, P.O. Box 909, Pratt, KS 67124.

### NEWSPAPERS FOR SALE

Two Community Weeklies with combined \$235,000 in revenue. The newspapers are about 30 miles apart in south-central Kansas. Both have little competition. A couple of owner/operators could net \$70,000 annually. This could be your start. Rollie Hyde, W. B. Grimes and Company, 405-735-7394 or [rhyde@att.net](mailto:rhyde@att.net). We have buyers looking for Kansas newspapers. Call me for an idea about your valuation. No charge. Confidential.

### ONLINE

The Hays Daily News' Pixel Power Haus wants to give you control over the directory residents use to find information about the businesses that make up your coverage area. BizLink is a searchable database of businesses and organizations that provides considerable upsell opportunity for newspaper seeking new revenue streams. You've seen expensive "subscription-based" models ... try one that works with your budget. Call Patrick Lowry at (785) 628-1081 to hear how we can help.

### FOR SALE

The Ottawa Herald in Ottawa, Kan. has outsourced its printing and post-press functions providing you an opportunity to reduce labor costs with an efficient machine for handling preprinted inserts. Kansa 480 Inserter, 5:1 inserter Good condition. This unit performs with a high degree of reliability and consistency over a wide range of operating conditions. Works with broadsheets and tabloids for everything from single

# Newspapers still vital to our communities

Visiting newspapers in Kansas is one of the treats of this job. Having spent the first 30 years of my newspaper career in the trenches as a reporter, editor and then publisher, I miss the daily grind. I really do. Well, maybe not “all” of it!

So when I’m out and about, even though my visits are generally no more than 10 to 20 minutes each, I’m propelled back to when I sat in that editor’s chair, making decisions about news coverage, advertising campaigns, what new equipment to purchase and, of course, how to handle a complaint from a subscriber.



**Doug Anstaett**

I can tell you one thing: the newspapers in our Kansas communities are still as valued as they ever were.

If you doubt that for one moment, witness the line of people waiting to buy extra copies when a huge news story breaks.

Of course, your readers may cuss and discuss your publication, but as one of my mentors once told me, “You should get more worried when they aren’t talking about you, even negatively.”

Is your publication the talk of your town?

Do you overhear people talking about what they saw in your newspaper, even if they don’t think you got it quite right?

Do your readers write lots of letters to the editor, and sign them?

Those are all indicators of a readership that wants to do what it can to nurture its local newspaper and participate in a community dialogue.

When I visit a newspaper, it’s not difficult to tell which day it is. Dailies, of course, are

buzzing all day, every day because they have a new publication to put to bed.

At non-dailies, if it’s production day, the editors look at me with disbelief. How could I pick “this” day to visit, when they have so many details to check and loose ends to tie up?

I remember visiting Bob McQuin a few years ago in Kingman at the Leader-Courier. I had called ahead and Bob said to come on by, but he might put me to work.

When I arrived, Bob was pasting up the newspaper. During our entire conversation, he never took his eyes off his work.

If it’s the day the week’s newspaper is fresh off the press, you observe a steady stream of people wanting the latest news.

Many of them cannot wait until the next day when the newspaper is delivered in the mail. They want it right now. If your newspaper is late, you hear about it.

One year when I visited the late Bill Meyer’s Marion County Record newspaper office, I noticed a couple of long tables filled with labeled newspapers, all in alphabetical order. I asked Bill about it.

“Oh, that’s for all the people who can’t wait another day until the newspaper is delivered to their mailbox,” he said. “It’s actually a pretty good deal for both of us. They get their paper early and they save us a lot on postage!”

If it’s some day in-between production day and press day, then there are advertising calls to make, news items to pick up, courthouse news to collect, sports pictures to take.

There is never a dull moment in the newspaper business.

When I visited newspapers in Ellis, Oakley, WaKeeney, Plainville, Stockton, Osborne and Hoxie last week, I heard little about the recession, although it certainly hasn’t missed our industry. No griping. No “woe is me” stories.

Yes, times are tough, but no tougher for the newspaper editor than the grain elevator operator, the corner grocery store owner or the local insurance agent.

Newspapers reflect the economic vitality of their communities. So when the nation is in a downturn, at some point that’s going to trickle down to the newspaper with lower advertising revenues, maybe even a loss of

subscription income as people try to pinch pennies.

On visits last week following the KPA Mini-Convention in Colby, I heard about how dry weather had affected the crops, how higher oil prices have sparked an oil boom and how smaller towns are finding it more and more difficult to keep a grocery store in business.

Yet, I also heard a lot of optimism.

“Our newspaper is important to this community,” said one. “It’s a sign that we’re still OK, still kicking. I’d hate to think what would happen if we had to close up shop.”

You’re still wanted. You’re certainly still needed. Hang in there.

**Doug Anstaett** is executive director of the Kansas Press Association.

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**... When the nation is in a downturn, at some point that’s going to trickle down to the newspaper with lower advertising revenues, maybe even a loss of subscription income as people try to pinch pennies.**

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## Marketplace

Continued from Page 1

sheet fliers to multi-page editions and has been well maintained. Length 23’10”, width 6’4” to 8’10” for creeper conveyor. We had an inline labeler and typically operated the unit at 6,000 to 6,500 pieces per hour though it is rated to do more than double that amount. Model #4602; Serial #480-022. Asking \$12,000, however no reasonable offer refused. For more information email Jeanny Sharp, jsharp@ottawaherald.com or call 800-467-8383.

The following items are for sale by the Belle Plaine News. Please call 316-204-5432 with questions: Metal light table — \$100; Mfg: Listed “Bus. Equipment”; Model No/Name: Lt-31 23 3/4” x 32”; Register Punch System — FREE; Mfg: Ternes; Model No/Name: Infinity Manual; Camera — FREE; Mfg: Campanica 680; Model No/Name: C-680-B,C; Camera — \$2001 Mfg: Afga; Model No/Name: Repromaster 2200e: C-680-B,C Film Processor — \$2,000; Mfg: Ferpa-graphic; Model No/Name: 5PT66, Serial #2912

Plate Burner — \$2,000; Mfg: Douthitt; Model No/Name: Option “X”; Bulb for plate burner — \$170; Mfg: Bulb for plate

burner; Model No/Name: UV Exposure Lamp # L1250-4, Serial # 59263; Paper Cutter — \$400; Mfg: Lawson; Model No/Name: 39” Automatic Clamp Cutter V-2 SN AA-1099

Utility Truck — \$200; Mfg: Kansa; Model No/Name: Quadracart; Padding Press — \$50; Mfg: Champion Mfg.; Model No/Name: CHAMPAD; Roll Clamp — \$800; Model No/Name: “Long Reach”

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The Washington County News, Washington, KS (785/325-2219) has on hand a never opened box of 500 #944 layout sheets for \$50 OBO plus freight.





## Scenes from 2011 Western Kansas Mini-Convention



The 38 participants in the Western Kansas Mini-Convention on Sept. 8 at the City Limits Convention Center in Colby had access to a smorgasbord of newspaper topics. Presenters included (clockwise from top photo): Amy Blaufelder, KPA accountant, on accounting issues and QuickBooks; KPA technology consultant Ron Fields on InDesign and web sites; Emily Bradbury, KPA

member services director, on the upcoming online KPA Awards of Excellence requirements; Dan Rukes, KPA advertising director (back to camera), with advertising tips; and John Baetz of the Lincoln Sentinel-Republican, with advertising sales training. Tom Eblen, KPA's news consultant, also presented on best practices and newspaper leadership.

## A sampling of KPA's 'Keep Reading!' campaign house ads




# CATCH THE BIG GAME

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.




Kansas Press Association  
kspress.com




# MOVE UP IN YOUR CAREER

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.




Kansas Press Association  
kspress.com



# CHOOSE WHO GETS YOUR VOTE

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.



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kspress.com



# SEE WHO'S NEW IN TOWN

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.



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# SNAG ALL THE BEST DEALS

Communities with a local newspaper are smarter, stronger and closer. Their citizens are connected to one another, and invested in what happens around them.

Keep reading your local newspaper... and keep your community going strong.



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